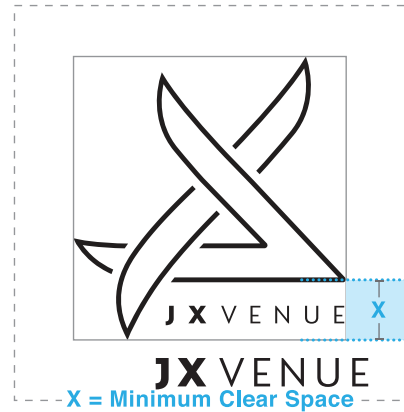


Do not reproduce the logo on your own. You can request an electronic version of the logo by contacting [chris@studio2info.com](mailto:chris@studio2info.com).

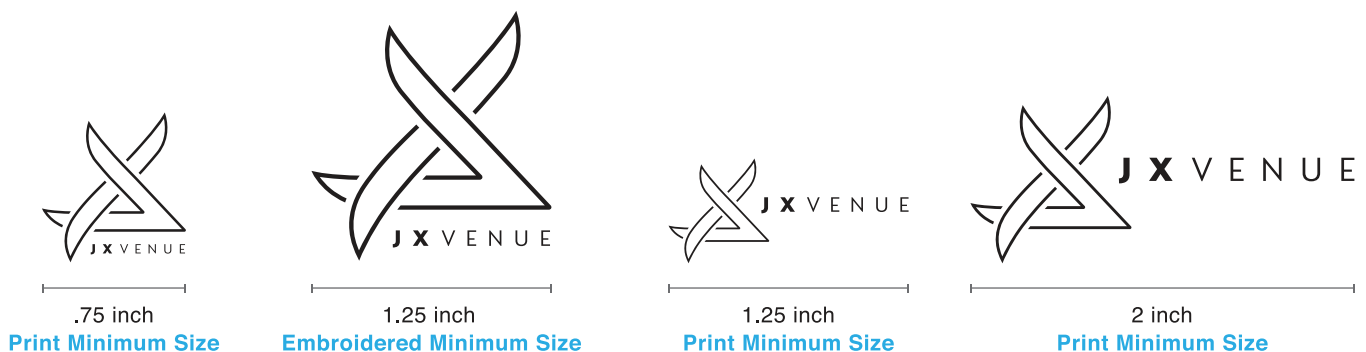
### Clear Zone Requirements

Do not place any other graphic elements within the space referred to as the **Minimum Clear Space (X)**, which encompasses an area equal to the height between the bottom of the J (in the icon) and the bottom of the X (in the icon).



### Logo Minimum Size Requirements

The JX Venue Logo reproduces well at a small size. When it is necessary to resize the logo, always change height and width proportionately.



### Appropriate Backgrounds

The full color version of the JX Venue Logo is intended to be used on a white background.

Do not place the JX Venue Logo over a background that is too dark or there won't be enough contrast to be clearly legible.

If the JX Venue Logo is used over a photo, place the logo over the lightest part of the photo to ensure that all elements of the logo are clearly readable. The reversed white logo could work over the darkest part of a photo if that dark area is consistent enough to allow the logo to be clearly legible.

The JX Venue Logo should be placed horizontally, parallel to the page and always scaled proportionally. It must **NOT** be rotated or scaled unproportionally.

**DO NOT** place the JX Venue Logo over any graphic element, such as star bursts or other shapes.



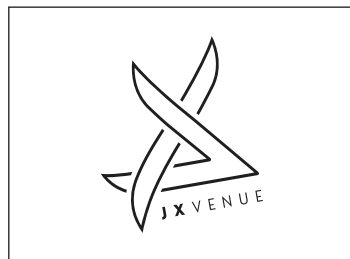
✓ CORRECT background usage



✗ INCORRECT background usage



✓ Examples of potentially correct background usage  
(Each photo usage may contain unique complications)



✗ INCORRECT logo orientation



✗ INCORRECT background usage

### Primary Colors

#### BLACK



**PRINT**  
C 0  
M 0  
Y 0  
K 100

**DIGITAL**  
#231F20

#### WHITE



**PRINT**  
C 0  
M 0  
Y 0  
K 0

**DIGITAL**  
#FFFFFF

### Secondary Accent Colors

#### PEACOCK BLUE



**PRINT**  
C 97  
M 31  
Y 11  
K 59

**DIGITAL**  
#004782

Pantone 4160 C

#### WARM GRAY



**PRINT**  
C 21  
M 20  
Y 21  
K 1

**DIGITAL**  
#BFB9B9

Pantone Warm Gray 3 C

#### STEEL GRAY



**PRINT**  
C 50  
M 34  
Y 27  
K 11

**DIGITAL**  
#7C8795

Pantone 430 C

#### TOBACCO BROWN



**PRINT**  
C 10  
M 49  
Y 78  
K 31

**DIGITAL**  
#9E6B3D

Pantone 7574 C

### Approved Fonts

#### HEADLINES >

**Prata Regular** Google Font  
1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### SUBHEADLINES >

**LATO REGULAR** Google Font  
1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOTES: ALL CAPS, TRACKED TO 100

#### BODY COPY >

**Lato Light** Google Font  
1234567890  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ